

City of Daphne, Alabama

**Robin LeJeune
Mayor**

**Community Development Department
Request For Qualifications
Comprehensive Master Plan Update**

Request for Qualifications#:	0-2021-0000-1
Issue date:	March 23, 2021
Deadline for Questions Date:	April 9, 2021 @ 5:00 PM
RFQ Closing Date:	April 13, 2021 @ 4:00 PM
Post-Closing Teleconference Date:	Not scheduled at this time
Post-Closing Presentation/Demonstration Date:	Not scheduled at this time
Procurement Contact:	Adrienne D. Jones, AICP Ajones@Daphneal.com (251) 620-1700 (office)
City Internet Site:	www.Daphneal.com
Copies to be Submitted	1 Original and 8 Copies 1 Thumb drive
City File Reference:	Daphne Comprehensive Master Plan

SECTION 1. INTRODUCTION

The City hereby gives notice it is requesting sealed statements of qualifications described in Section 4 of this RFQ. The City intends to award a contract to the successful Respondent(s) who the City determines will best meet the City’s objectives as described herein.

The major objectives of this RFQ are as follows:

- Describe the services desired by the City.
- Describe the Statement of Qualification and City contract terms and conditions.
- Provide Respondents with instructions for responding to this RFQ.

1.1 DEFINITIONS

In addition to other terms that may be defined herein, certain terms and abbreviations are defined as follows:

“City”	City of Daphne, Alabama.
“Contract”	The agreement between the City and the Respondent chosen by the City pursuant to this RFQ, which shall include this RFQ and the SOQ.
“Contractor”	The party with whom the City will execute the Contract—also “Consultant.”
“Response”	The response to this RFQ submitted by a Respondent.
“Respondent”	A person or entity submitting a response to this RFQ.
“RFQ”	This Request for Qualifications, all addenda, and appendices.
“SOQ”	Statement of Qualifications, a response to this RFQ.

1.2 CONTACT INFORMATION

All questions regarding this RFQ must be directed in writing to the Procurement Contact provided on Page 1 of this RFQ.

1.3 SCHEDULE

The sequence of events related to this RFQ are as follows:

- A. Deadline for Questions: All questions must be received in writing not later than the deadline for questions date noted on Page 1 of this RFQ.
- B. RFQ Closing Date: Submissions are due no later than 4:00 pm City time on the closing date noted on Page 1 of this RFQ.
- C. Respondent Teleconference/Presentation/Demonstration: To possibly be held as described herein on the date noted on Page 1 of this RFQ.
- D. Consultant Selection: Within forty-five (45) days of closing date, unless extended by the City.
- E. Negotiation: To be announced.
- F. Contract Award: Successful Respondent(s) will be notified of the date the award will be submitted to the City Council for approval. The City will notify Respondent(s) about the need to execute contract documents and provide other documents as required.
- G. Award Notification: City will provide final notification of award and/or notification to proceed when all City requirements have been met.

SECTION 2. GENERAL TERMS & CONDITIONS

It is the intent of the City, through this RFQ to establish to the greatest extent possible complete clarity regarding the obligations of all parties to be incorporated in the Contract. Before submitting an SOQ, Respondent should become familiar with all requirements of this RFQ and the conditions and requirements under which the Contract obligations must be fulfilled.

2.1 INTERPRETATIONS

The City will not be responsible for the Respondent's misunderstanding of the scope of work or any terms and conditions of the Contract. The City will not be responsible for oral interpretations of this RFQ. Respondent's questions and/or comments concerning lack of clarity, defects and questionable or objectionable material in the RFQ must be submitted in writing to and received by the Procurement Contact provided on Page 1 of this RFQ not later than the deadline for questions date noted on Page 1 of this RFQ. Questions shall specify the Section(s), paragraph(s), and page number(s) to which the question refers.

2.2 ADDENDA

The City may issue addenda to this RFQ to provide additional information or clarifications. The City of Daphne will not be responsible for a Respondent's failure to acquire any addenda issued. The City will issue notifications of addenda issued via the City's Internet Site, and Respondents who have downloaded this RFQ will be notified of any addenda by email. It is the Respondent's responsibility, however, to periodically check the City's Internet Site for addenda issued. All Respondents will be responsible for downloading any addenda at Daphneal.com.

2.3 GOVERNING LAW

All contracts entered into as a result of this solicitation shall be governed by and construed in accordance with the applicable laws of the State of Alabama.

2.4 TERMINATION

The City reserves the right to terminate, without cause, any award made as a result of RFQ by providing a thirty (30) day letter of cancellation notification to the successful Respondent.

SECTION 3. STATEMENT OF QUALIFICATIONS INSTRUCTIONS

Respondents shall submit the required information in accordance with the instructions in this section. A Response that deviates from these instructions may be considered non-responsive and may be rejected at the discretion of the City.

The City intends that this RFQ is accurate and complete, but recognizes that there may be some details or work requirements not expressly described herein. Therefore, Respondent is required to (1) include in its Response all labor, supervision, materials, equipment, and tools of the trade required to meet the City's objectives, and (2) make inquiries of the City during the RFQ process about the specific requirements of the City, for which the City may issue clarifications in the form of addenda to this RFQ, as described herein.

3.1 SUBMISSION OF RESPONSES

Complete, sealed SOQs must be clearly marked with the RFQ# and received by the Procurement Contact not later than 4:00 p.m. City time on the closing date specified on Page 1 of this RFQ. For the purposes of receiving Responses, the clock located in the Department of Community Development, 1705 Main Street, Daphne, Alabama 36526, regulated by the National Institute for Standards and Technology (NIST), and shall be the official record of time. The number of copies specified on Page 1 must be delivered via mail or hand-delivered.

Submittals shall EITHER be mailed to:

or

Mrs. Adrienne Jones, AICP, Planning
Director
City of Daphne Community Development
Department
P.O. Box 400
Daphne, Alabama 36526

Submittals shall be delivered to:

Mrs. Adrienne Jones, AICP, Planning
Director
City of Daphne Community Development
Department
1705 Main Street
Daphne, Alabama 36526

3.2 SOQ PREPARATION EXPENSES

Respondents are responsible for all expenses incurred in the development and submission of their Responses and in participating in any negotiations related to this RFQ. The City assumes no obligation for any expenses incurred by the Respondent as a result of the issuance of this RFQ, the preparation, submission, evaluation, or the selection of the successful Respondent(s).

3.3 LATE SUBMITTALS

The City will not be responsible in the event the U.S. Postal Service or any other courier system fails to deliver the SOQs to the Department of Community Development by the 4:00 p.m. City time on the closing date specified on Page 1 of this RFQ. Any Response received after this date and time will not be considered.

3.4 RESPONSIVE RESPONDENTS

Each SOQ must be submitted in accordance with the requirements of this RFQ. An SOQ that is not completed or submitted as required by the RFQ will be rejected as “non-responsive.” A Response may be disqualified and rejected for any of (but not limited to) the following causes:

- A. Lack of signature by an authorized representative.
- B. Failure to submit required documents.
- C. Evidence of collusion among Respondents.

3.5 RESPONSIBLE RESPONDENTS

The City shall take reasonable measures to determine Respondent’s capability, business integrity, financial resources, and reliability in all respects to perform fully the Contract requirements and ensure good faith performance prior to contract award and during the term of the Contract. If, during the RFQ process, a Respondent does not demonstrate its ability to comply with the City’s requirements, to the City’s satisfaction and at the City’s sole determination, based on all information available to the City, the City may determine the Respondent to be “non-responsible”

and may reject the Response.

3.6 RIGHT TO REJECT SUBMISSIONS

The City reserves the right to reject any part of any Response or to solicit a new RFQ for the same services that may be the subject of this RFQ, as the City may deem necessary and in its best interest. Respondents must comply with all the terms of the RFQ and all applicable local, state and federal laws, codes and regulations.

The City, in its sole discretion, may waive minor informalities (i) that do not affect responsiveness; (ii) that are merely a matter of form or format; (iii) that do not change the relative standing or otherwise prejudice other responses; (iv) that do not change the meaning or scope of the RFQ; (v) that are trivial, negligible, or immaterial in nature; (vi) that do not reflect a material change in the work; or, (vii) that do not constitute a substantial reservation against a requirement or provision.

3.7 DELIVERY/COMPLETION SCHEDULE

The delivery or completion schedule must be provided as noted in this RFQ. If all items cannot be delivered on the same schedule, please note variances.

3.8 GENERAL REQUIREMENTS

Responses must be prepared in English and be presented on 8 ½ x 11 paper, pages sequentially numbered within each tabbed section described in section 3.11, and single spaced with an easily legible font size. SOQs shall be prepared as simply as possible and provide a straightforward, concise description of the Respondent's capabilities to satisfy the requirements of the RFQ. EMPHASIS SHOULD BE CONCENTRATED ON ACCURACY, COMPLETENESS, AND CLARITY OF CONTENT. All parts, pages, figures, and tables shall be numbered and labeled clearly. All corrections shall be initialed and dated by the person authorized to sign the Response. All signatures on all submitted documents must be signed by officials of the corporation or company duly authorized to bind Respondent.

3.9 RESPONSE FORMAT

Responses must be submitted with easily identifiable sections, a table of contents, and organized in an orderly manner. Respondents may create tabbed indexes or section separators. All are required to submit documentation as listed below.

- A. Transmittal Letter.
- B. Respondent Information - Qualification and Experience (See Appendix A and Appendix B).
 - 1. Letter of Interest.
 - 2. An organizational chart of the project team including identification of project manager, professional support staff, principal in charge, and known sub-consultant/contractor relationships.
 - 3. Statements of qualifications and resumes for project team members with specific mention of related projects including specific knowledge and experience.
 - 4. A demonstrated record of completing similar projects on schedule within budget, including references and contacts.
- C. Scope of Work - A statement of design and project approach that highlights project specific approach, innovation and creativity.
- D. Respondent must acknowledge receipt of any addenda issued by signing the addenda and

submitting in this section (see Section 2.2).

3.10 PRICE PROPOSAL

Respondent's price for services purchased by the City pursuant to this RFQ shall be specified in the Proposal Price. All tools of the trade required to meet the Contract requirements must be included in the Proposal price.

The Proposal Pricing Document must be submitted with the original Proposal, in a SEPARATE SEALED ENVELOPE clearly marked "PROPOSAL PRICING DOCUMENT". The additional copies of the Response requested on Page 1 must NOT include any copies of the Proposal Pricing Document. The City will evaluate the other components of the Response before opening or revealing the Proposal Price.

SECTION 4 SCOPE OF WORK & RELATED INFORMATION

The City of Daphne is seeking technical assistance and professional planning services to facilitate a community visioning and planning process which will culminate in a new 2020-2040 comprehensive master plan for the corporate limits and the extra-territorial planning jurisdiction. The professional contractor shall possess extensive experience and skills in the preparation of sound technical studies, facilitating community engagement and the entire comprehensive and master planning process. The selected Contractor will assist the City in defining the scope of work, establishing the project timeline, facilitating City and public involvement, and producing a Comprehensive Plan that reflects the community's collective goals and visions for its future with recommendations for plan implementation.

4.1 PROJECT AREA & BACKGROUND

Daphne, also known as the Jubilee City, is a rapidly growing community on the eastern shoreline of Mobile Bay, covering approximately seventeen square miles, and a population of over 25,000. The City is located in Baldwin County just off Interstate 10, a major east/west thoroughfare. Daphne is an active, family-oriented community with beautiful scenery, rich history and a good quality of life complemented by great schools, an established retail sector and growing business environment. Daphne has grown from the city's incorporation in 1927 to be the largest city in Baldwin County.

Through an agreement with the Baldwin County Commission, the City exercises planning and subdivision review in Baldwin County District 15, known as the extra-territorial planning jurisdiction (ETJ) of Daphne.

The City maintains the charm of small town living although metropolitan Mobile is only minutes away. Daphne is eleven miles east of Mobile, Alabama; thirty-nine miles west of Pensacola, Florida; and, one-hundred and fifty miles southwest of Montgomery, the Alabama State Capitol.

The City of Daphne's 2000-2020 Comprehensive Plan was adopted in 2003. Since the time of adoption the City has seen significant growth in land area as well as residential population. The Land Use & Development Ordinance, a unified land development code, was adopted in the year 2011 and has been amended several times. Both documents are available on the Daphneal.com website.

4.2 SCOPE OF SERVICES

- A. Executive Summary
- B. Community Profile
- C. Development of Goals, Policies and Action Items
 - i. Land Use and Development Character
 - ii. Parks, Recreation, Waterfront, Trails, etc.
 - iii. Transportation
 - iv. Infrastructure
 - v. Hazard Mitigation and Environmental Management
 - vi. Facilities
 - vii. Schools
 - viii. Economic Development
 - ix. Public Participation/Community Engagement
- D. Future Land Use Map for City Limits and ETJ
- E. Growth Management
- F. Implementation Plan

4.3 PROJECT SCHEDULE (*Subject to modification if needed)

Issue RFQ:	March 23, 2021
Deadline for Questions:	April 9, 2021
Submissions Deadline:	April 13, 2021
Selection of Consultant:	*May - June, 2021
Contract Award:	Contract Authorization (Estimated May or June 2021)
Project Completion:	*Within 18 months of contract approval

SECTION 5 SUBMITTAL, EVALUATION, SELECTION, AWARD

5.1 EVALUATION CRITERIA PROCESS

After the closing date, the City will perform an evaluation of each Response. During the evaluation, the City may conduct interviews of Respondent, and request Respondents to participate in a mandatory teleconference or videoconference. Concerning a teleconference or videoconference, presentation or demonstration, Respondents will be given sufficient notice of the date and time for such, and the City may consider a Respondent non-responsive or non-responsible if it does not participate in such to the City's satisfaction. Also, the City may interview and/or visit other customers who have purchased similar services from Respondent.

5.2. RESPONSIVE SOQs

The City will determine if a Response is "responsive" to the requirements of the RFQ based on Section 3 and on any other information available to the City, and reserves the right to waive minor informalities.

5.3. RESPONSIBLE SOQs

The City will determine if Respondent is deemed "responsible" based on Section 3 and on any other information available to the City.

5.4. AWARD INTENTION

The City intends to award a Contract to the Respondent(s) whose qualifications and services offer the best value for the City, after selection and negotiation.

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5.5 EVALUATION CRITERIA

Respondents determined to be responsive and responsible will be evaluated based upon, but not limited to, the following criteria.

Criteria	Standard	Maximum Points
Qualifications and experience of team	<ul style="list-style-type: none"> ▪ Definition and clarity of roles. ▪ Project Manager’s qualifications. ▪ Project Lead Staff qualifications. ▪ Other key team members’ qualifications. ▪ Sub-consultants’ qualifications. ▪ Experience of key team members working together (continuity). 	20
Project approach	<ul style="list-style-type: none"> ▪ Understanding of the unique elements and approach of the project. ▪ Understanding of issues, risks, concerns, multiple elements, and variety of interests. ▪ Approach to analyzing and solving the key issues. ▪ Ideas for cost-effective solutions. ▪ Rational approach to implementation. ▪ Innovative but feasible ideas for implementation by the City. ▪ Timeline for completion. ▪ How the consultant addresses the expected deliverables. 	20
Interview		20
Firm’s comparable project experience	<ul style="list-style-type: none"> ▪ Proof that a similar project or projects have been successfully completed with references. 	15
Overall understanding and completeness	<ul style="list-style-type: none"> ▪ Understanding the Scope of Services, the City of Daphne and demonstrating a complete approach to perform the desired services. ▪ Submit a clear and quality SOQ; adherence to the RFQ conditions and elements. ▪ If response package exceeds 25 pages, 5 points will be deducted 	15
Budget	<ul style="list-style-type: none"> ▪ Distribution of budget relative to the outcomes and process outlined in the RFQ 	5
National Awards or recognition for Comprehensive Plan	<ul style="list-style-type: none"> ▪ Award(s) by American Planning Association or other similar national planning organization for a comprehensive plan, master plan or planning process. 	5

5.6 EVALUATION & SELECTION

The Selection Committee will rate the SOQs using the evaluation criteria developed for this project. During the evaluation process, the City of Daphne reserves the right, where it may serve the City of Daphne's best interest, to request additional information or clarifications from Respondents, or to allow corrections of errors or omissions. The Selection Committee may interview one or more firms to further evaluate qualifications. The Selection Committee will present its recommendations to the City Council, which will select the Consultant for this project. The evaluation of the SOQs will generally follow the process outlined below.

- A. The Selection Committee will review the SOQs at its earliest convenience after the submittal deadline date.
- B. The SOQs will be reviewed and rated relative to the evaluation criteria established for this project. Said evaluation criteria are included in this RFQ.
- C. If necessary, the Selection Committee will invite one or more responsive firms to make a presentation.
- D. After completing the evaluation process, the Selection Committee will recommend the firm deemed the most qualified to the Mayor for consultant selection.
- E. The Mayor will submit the Selection Committee's recommendation to the City Council for contract authorization.
- F. Following Consultant selection, de-briefing meetings with City staff may be available only if time permits and will be by appointment with the City's Project Manager.

SECTION 6 DETAILED FUNCTIONAL OBJECTIVES

6.1 PROPOSED APPROACH

The City would like to consider a charrette-based approach. The bulk of the public engagement would occur during a multi-day workshop, supplemented by targeted stakeholder meetings in advance of the session. In light of the global pandemic, the City would also like to utilize some virtual platform to engage citizens as well. A list of stakeholders would be refined between the City and the selected Consultant, based on local knowledge and best practices.

The selected Consultant should plan on a minimum of three phases/visits:

- Preliminary Meetings
- "Workshop Week"
- Final Presentation

Upon selection, the Consultant should plan on a preliminary meeting with the City and key members of the stakeholder group. The agenda would include a review of the outlined process and timeline, identification of additional stakeholders for interview, a preliminary assessment of existing conditions/concerns/goals, and a planning session for the workshop. The Consultant should also take the opportunity to conduct whatever existing conditions assessment might be required to frame discussion of the workshop.

The Workshop Week should include an opening public meeting that presents the Consultant's assessment, as well as a review of opportunities, challenges, and constraints to existing and future development. These should inform the subsequent community charrette, the format, content and goals of which should be established during the assessment. After a debrief with the City, and an

internal work session, the Consultant should present a review of a draft update, based on the input garnered from the workshop.

The last stage of the effort would include a refinement of the initial draft, to be presented at a final public meeting. Another round of public comment, followed by project coordination meetings with the City, should close out the process, pending completion of deliverables. The Consultants, in their statement, should feel free to refine or alter the above approach if they feel that in their experience different strategies might be better applied.

SECTION 7 SCOPE OF WORK—EXPECTATIONS OF THE CONSULTANT

7.1 PUBLIC PARTICIPATION

The City considers citizen participation essential to developing a viable comprehensive plan. The Comprehensive Plan process shall be structured to efficiently maximize citizen involvement and participation. The Consultant shall be responsible for designing a public engagement strategy, including an online platform, which incorporates effective and innovative participation techniques and encourages participation throughout the development of the Comprehensive Plan. Participation by residents, businesses, agencies, organizations, all city departments, and public officials is a must throughout the planning process. The proposed public engagement strategy must include the latest technologies and be creative, inclusive, efficient and reliable with the goal of channeling this input into realistic alternatives for consideration by the public. The consultant team must demonstrate extensive expertise and experience in the public participation and facilitation process. The consultant team must have strong leadership and creativity to provide clear direction in participation techniques that result in inclusive and timely decisions.

7.2 VISUALIZATION TECHNIQUES

The selected Consultant is expected to use visualization techniques to graphically depict pertinent information for each element as the Plan is developed through extensive public outreach and participatory processes, including but not limited to:

- A. Geographic Information Systems (GIS) analysis and mapping
- B. Demographics
- C. Survey and Infographics
- D. Photographs
- E. Illustrations and Renderings

7.3 PLAN CONTENT

At a minimum the following elements shall be included in the comprehensive plan:

A. Executive Summary

An executive summary is expected to be developed that outlines the City's vision, goals, objectives, and policy statements that are laid out in the Comprehensive Plan. This executive summary is intended to be used as a guide for decision making and as a means to educate the public about the Community. It is expected that the executive summary will be located within the Comprehensive Plan document, but can also be a stand-alone document in a form that is suitable for easy distribution and marketing purposes.

B. Community Profile

Inventory, review, analysis and trend projections of existing conditions to include, at a minimum, community history, existing land use, transportation network, utility systems, community facilities, demographics and socio-economic profile.

C. Development of Goals, Policies and Action Items for Each Plan Element

The goals, policies and action items of the Comprehensive Plan should be developed with significant City department and public participation in order to ensure a viable vision and guide for the community where all government functions and community interests are represented. Plan Elements should include the following:

1. Land Use & Development Character
2. Transportation
3. Public Facilities/Services
4. Parks, Recreation, Waterfront, Trails, etc.,
5. Hazard Mitigation and Environmental Management
6. Infrastructure
7. Schools
8. Economic Development
9. Public Participation/Community Engagement
10. Implementation Plan

7.4 DELIVERABLES

The following items must be provided to the City at the end of the project:

1. Three bound copies of the final document
2. Digital copy of the final plan document at 300dpi
3. All .mpk, .shp, .gdb, or other GIS files created for this project
4. Additional maps created for this project

Digital products shall be provided on USB drives or via a FTP site in the following forms as appropriate. Electronic copies shall be formatted and indexed for easy download from a website.

1. Text: MS WORD and PDF (must be searchable and editable; table of contents and relevant sections must be linked within the document to make them more user friendly)
2. Spreadsheets: MS EXCEL
3. Database: MS Access
4. Mapping Products: ESRI ArcGIS software

All products and materials produced as part of the plan process, including but not limited to GIS files, studies, drawings, etc. shall be the property of the City of Daphne.

APPENDIX A

DETAILED RESPONDENTS INFORMATION

Respondent must provide information to demonstrate its qualifications and experience in providing goods and services similar to those the City desires, and such information shall include the below. The City reserves the right to request and require additional information during its evaluation.

Submittal Requirements

A. Firm/Team Qualifications and Experience

Proposing firms/teams should describe in detail the nature and capabilities of their firm(s) relative to the tasks outlined in this RFQ. The submittal should demonstrate firm/team's extensive experience with comprehensive plans and/or master plans, preferably with urban areas that are similar in size, demographic, geography, and character to Daphne, Alabama. Include at least three examples of work completed by the team that the proposing firm/team feels are similar to what they would envision for Daphne. Additional or supplemental examples are not required but would be appreciated.

B. Individual Resumes

Include resumes for all team members who will be participating in the planning effort, and the roles each will play during the update. Identify project lead(s) and primary point of contact for the firm/team.

C. Team References

Provide names, titles and updated contact information for clients on prior projects.

D. Project Methodology

Based on the City's stated requirements, outline how the firm/team will approach completion of the update. Focus on strategies for public engagement, (virtual and in person) and creative ideas for supporting the growth and development of Daphne. Reference processes used successfully in other planning efforts.

APPENDIX B
PROPOSAL PRICING

Budget and Deliverables

Proposals should be flat fee, and should include all travel, lodging, meals, communications, printing, and workshop preparation. The City will assume responsibility for scheduling and securing meeting venues and refreshments as needed.

From this planning process, the City of Daphne wishes to develop a new Comprehensive Plan that, at a minimum, addresses the following elements:

Land Use and Development Character

Parks, Recreation, Waterfront, Trails, etc.

Transportation

Infrastructure

Hazard Mitigation and Environmental Management

Facilities

Schools

Economic Development

Public Participation/Community Engagement

Implementation and Prioritization.